2 pg.

R.J. Reynolds Tobacco Company

D. P. FITZGERALD
Area Manager - Operations
North East Sales Area
910-741-2053

June 9, 1997

Suspense: Due by 6/20/97

SENT VIA FAX

Bob Snow
Mark Goodman
Tim Gillespie
Stephen MacLeod
Bob Dobrowski
Rory O'Rourke

Subject: **Possible Temporary Display Consolidation**

I am currently working on a task force responsible for making recommendations on ways to improve our temporary displays, from an efficiency standpoint. While we are exploring many options, one area we are looking at is possibly consolidating the number of multi-brand temporary displays we have.

Attached you will find a sheet with illustrations of the current multi-brand temporary displays we have available. I would appreciate your recommendations on which of these units can be discontinued, which should be maintained, along with any other suggestions you may have for improving our temporary displays. Please feel free to include any ideas or suggestions you may have in this area.

I would appreciate your input on or before 6/26/97.

Don

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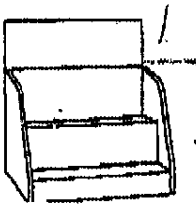
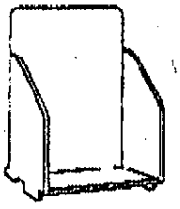
1997 Temporary Displays

PACKAGE DISPLAYS

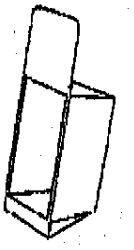


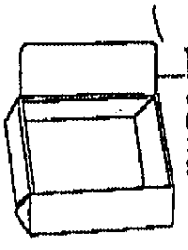
Temporary Pack Counter Display
#524741 (292)
Capacity: 160 Packs
14"(W) x 15"(H) x 10 1/2"(D)
SKU: 1



Temporary 20/30/40-Pack Counter Display
#524750 (995)
Capacity: 40 Packs
9"(W) x 11 1/2"(H) x 6"(D)
SKU: 1

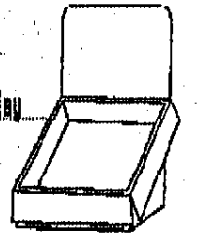
Temporary 20-Pack Shipper Display
#524012 (1272)
Capacity: 20 Packs
5 1/4"(W) x 15"(H) x 9"(D)
SKU: 1





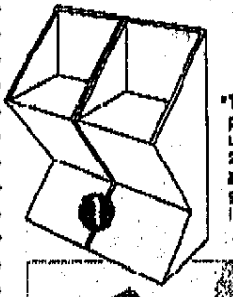
Temporary 60/80-Pack Shipper Display
#524732 (71)
Capacity: 80 Packs
14 1/2"(W) x 17 1/2"(H) x 11"(D)
SKU: 1

Temporary 40-Pack Shipper Display
#524723 (672)
Capacity: 40 Packs
14 1/2"(W) x 14"(H) x 9"(D)
SKU: 1

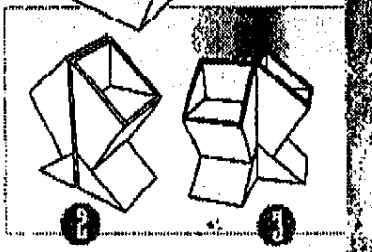


PACK DISPLAY FLOOR PEDESTAL

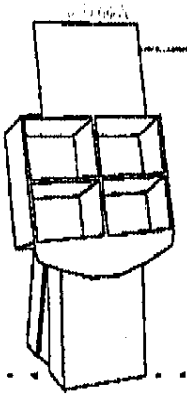
Dual Floor Pedestal Display*
#524000 (54)
Capacity: 2 Promotional Counter Displays
Position #1: 32"(W) x 36"(H) x 14 1/2"(D)
SKU: 1



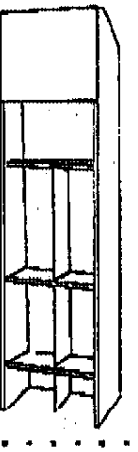
*This 3-position pedestal can be utilized to support 2 temporary displays at once when counter space for displays is limited.



CARTON DISPLAYS

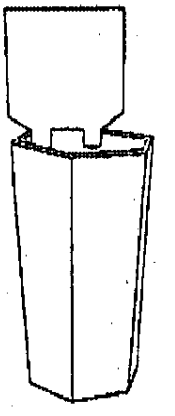


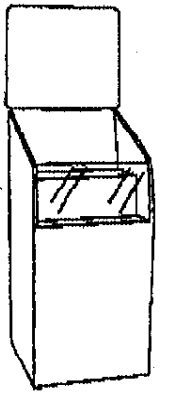
30-Carton Shipper Floor Display*
#465050 (161)
Capacity: 30 Cartons
25 1/8"(W) x 54"(H) x 10"(D)
SKU: 1
*Can also be utilized for larger pack promotions.



Generic 90-Carton Floor Display
#52477 (233)
Capacity: 90 Cartons
17 3/4"(W) x 64 1/4"(H) x 13 1/4"(D)
SKU: 1

FLOOR DUMP BIN DISPLAYS



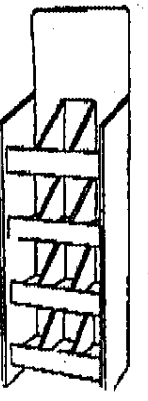


Large Dump Bin Floor Display
#524762 (229)
Capacity: 260 Packs
21"(W) x 48"(H) x 17"(D)
SKU: 1

Stairstep Pack Dump Bin with Window
#469562 (170)
Capacity: 140 Packs
16 1/2"(W) x 48 1/2"(H) x 16"(D)
SKU: 1

COMBINATION PACK/CARTON DISPLAY

Dimension-4 Corrugate Promotional*
(Shown with dump bin dividers)
#458131 (116)
Capacity: 100 Cartons Only
760 Packs Only
18 1/8"(W) x 62"(H) x 13"(D)
SKU: 1
*Can be utilized with or without dump bin dividers when merchandising packs. Display can be set up exclusively for packs, cartons, or combination of both.



RJ Reynolds Tobacco Company

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MESSAGE CONFIRMATION

DATE:06/12/97 TIME:09:15

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06/12	09:13	01'27"	7168895336	G3-S	003	OK

51844 9597

Source: https://www.industrydocuments.ucsf.edu/docs/rsyy0000

MESSAGE CONFIRMATION

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51844 9598

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MESSAGE CONFIRMATION

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51844 9599

Source: https://www.industrydocuments.ucsf.edu/docs/rsyv0000

R J Reynolds

Tobacco Company

John Leonard
Kurt Jurgensen

TO: Bob Burrows

FROM: Stephen MacLeod

DATE: 6-12-97

RE: Need your input w/ before 6/20/97.

PAGE 1 OF ____.
IF YOU DO NOT RECEIVE ALL PAGES OF THIS FAX,
PLEASE CONTACT (716)634-3143. THANK YOU

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